

Excellent Service Urgency In Improving quality of Learning In Islamic education institutions

Nurul Yaqien

Maulana Malik Ibrahim State Islamic University, Malang
Jl. Gajayana no. 50

Abstract: Each education institution especially Islamic education institutions should provide the best learning services to improve the quality of its students. The services in education is something that is absolutely needed by the students, especially the services in improving the quality of learning. Moreover, the sight of needs era which is more competitive. Students' competence will compete with other students' competence both in their own country or in a global world, especially in the ASEAN region. To make the excellent services in every Islamic education institution, so every education academic community needs to know the concept of excellent services. With the knowledge is expected to the academic community can be provide optimal service for the implementation of quality learning. The existence of quality learning is expected to be able to make an excellent generation in all areas either religious or general.

Keywords: *Excellent Service, Quality Improvement and Learning*

A. Introduction

Humans basically have a need to live happily anywhere they are. Happiness would be difficult to achieve when humans do not have knowledge. In education, students are human beings who are trying to study for their future. Students need quality learning services. Students will be greatly assisted when given the best service to make them easier to achieve goals. Therefore, students need a lot of help from others, especially from the entire academic community, including teachers and administrative personnel. The best service assistance in the learning process will make the students have high competence that can be proud by the institution itself.

Excellent service or in English "excellent service" which literally means the best or very good service. Toldit 'very good' or 'best' because it is accordance with the applicable standard service or standard service that is owned by the institution. If the excellent service associated with learning service, means providing excellent service to students is the realization from the obligation of educational institutions to students. Especially from learning services both educators and educational personnel of schools and the entire academic community of school. The existence of learning process with the best service will have a positive impact on learners and parents' expectations to the best their children education. Every parents can certainly require the best services of educational institutions to provide services to their child in achieving their goals. Moreover, with the ASEAN Free Trade Area 2015 make the world challenges of education which is increasingly competitive.

The existence of ASEAN Free Trade Area (AFTA) in 2015 or free trade in economic terms as well as services in the ASEAN region, this is a challenge for Indonesia to compete in all respects, both economy or services. The competition in terms of services including in education. Education is also one of the areas that take a part in the competition among countries in the ASEAN region. The quality of Indonesia education will be tested competences with the quality of ASEAN education. If the quality of Indonesia education less competitive either output or outcome that this study will be marginalized by itself. Unpreparedness of a nation will bring down the nation itself (Indonesia) in a competitive

global competition (Siagian: 2014). By the service in education, especially learning service will produce quality outputs or outcomes of good education by itself. Therefore, excellent services become urgent or needed in order to manage the quality of learning and education for the better.

B. Discussion

1. Definition of Excellent Service

In the relation to discussion of excellent service, there are several definitions that need to be explained, namely about the service itself. Services in the Big Indonesian Dictionary is an attempt to serve the needs of others (Tim PKBBI, 1999: 646). The service is basically the activities offered to consumers or customers served, that is intangible and cannot be owned. In term (in Simanjuntak: 2011) service is an activity or a sequence of events that occur in direct interaction with the human or physical machines to provide customers' satisfaction. There is also interpreting service as something that can be traded and even cannot be eliminated.

Broader understanding about this service had been delivered by Daviddow and Uttal in (Sutopo and Suryanto: 2003) that the service is any business that can increase customers' satisfaction. While the term 'Prima' in the Indonesian dictionary is the first / very good / main (KBI, org). So that excellent service is an effort to serve the needs of others with major attention to customers' satisfaction or satisfaction customers related to services must be prioritized.

Customers' satisfaction is basically closer to the meaning easy access to all needs that are required by the customer. In relation to education service, learners are satisfied when the difficulties in the learning process get attention from the entire academic community. Giving attention and service make customers happy and finally appear the word "satisfied" or feeling "satisfied" get good service, mainly related to ease in the learning process. Customers' satisfaction become the wanted and important part by the excellent service in a modern management system today.

Excellent service is a pattern of best service in a modern management that emphasizes the care for the customer. Excellent service in business terms is also known as *excellent service*. *Excellent service, customer care, and customer service* is essentially same, but one differentiating of them is the approach concept. In providing services, the most important thing to the customer is there must be three main points at least, namely: care for customers, serving the best attitude, and satisfy customers with certain standard service-oriented. Thus, the success of excellent service program depends on balancing ability, attitude, appearance, attention, behavior, and responsibilities in the implementation. In the simple, excellent service is a service that meets the quality standards in line with expectations and customers' satisfaction. So that in excellent service, there are two important elements that are interrelated that is service and quality.

Excellent service is developed based on the concept A3, i.e. Attitude, Attention, and Action. Excellent service based on the concept of attitude includes in the following three principles:

- a. Serving customers is based on the polite and harmonious appearance
- b. Serving customers with positive thinking, what and logical.

- c. Serving customers with respect.

While the excellent service based on attention includes in the following three principles:

- a. Listen and understand seriously the needs of customers.
- b. Observe and appreciate on the behavior of customers.
- c. Devote full attention to customers.

Excellent service based on action includes five principles. This principle shows several important things related to the process of fulfilling the needs of customers. The following five principles are:

- a. Noting each order customers.
- b. Noting the needs of customers.
- c. Reconfirm the customers' needs.
- d. Realizing the customers' needs.
- e. Expressed gratitude to the expectations of customers coming back. (Uuse: 2009)

Understanding the excellent service shows the importance of provided services to customers to realize specific organizational goals. In excellent service businesses have an important role both internal and external customers, because it influences on customer loyalty to the organization/company. Likewise, if excellent service is committed by non-commercial or government in this case is education. The excellent service in education is something fundamental that cannot be ignored by any educational institution. If there is any institution that ignores the importance of service can be ensured that education gradually be marginalized by their own customers, both internal and external customers.

Internal customers are people who involved in the process of production of goods or services offered by the company. Internal customers among employees or education that teachers and educational personnel. In the business world, there is a business's motto which states: "If an employee is not satisfied, you will not have satisfied customers." So by implementing excellent service in the internal environment, will support the smooth process of production of goods or establishment of services (service standards in education). The cultural success of excellent service in the internal environment, will be a basic milestone in realizing excellent service in the external environment. In education is that parents of learners.

2. Characteristics of Excellent Service

To be able to apply excellent service in education, especially in learning so it is necessary to know the characteristics of excellent service in advance. Here are some characteristics that indicate excellent service implementation that can be seen in every activity. The knowledge of these characteristics are very important to know whether the services provided are accordance with the characteristics of excellent service or still far from excellent service. The knowledge of these characteristics are important so that customers feel satisfied with the services offered. Every activity that shows the excellent service will be shown by excellent personnel.

The excellent service can be shown by the behavior indicators of employees following:

- a. Friendly service
 Friendly service is one of the key early in serving every customer comes. Friendly service is shown in the smilingly employees behavior. In education of indicators will appear on the treatment of teachers and employees in the beginning of registration new students. Besides, smiling is also shown to provide convenience and assistance in the first selection process.
- b. Be courteous and respectful
 Every customer who uses institution in fulfilling his business should be greeted with the polite and respectful words. So it is not justified if using arrogant words and do not respect the customers who will use the service. In the implementation of learning should not be a teacher said less polite to the students. A teacher is an actor in giving services to students, should teach or educate students with affection so that students feel comfortable and easy to obtain knowledge (science) they want.
- c. Appear confident
 Excellent service has performed characteristic with confidence or no confidence and low self-esteem. Excellent service strives to foster the confidence of customers that this institution will provide solutions to the problems faced. This customers' confidence will be formed when an employee serving with full confidence in serving so that customer be quiet (calm). In the learning process, a teacher should provide the material (method) professionally. Professional is in the field of methodology and mastering the material.
- d. Give a cheerful impression
 Excellent service will give a cheerful or happy impression for each customer faced. This cheerful impression would make customers do not get bored when facing difficulties in the institution to ask for help in resolving problems faced. In education, a cheerful impression on every teacher and employees will make pleasure and will greatly in the learning process
- e. Neat
 Service providers should be convincing and neatly dressed. Neat appearance will affect the service quality itself. Neat appearance will also give a professional impression on every action taken within the institution concerned. In education, teacher and employee must give a neat appearance in any activities in the institution. Neat impression will bring the institution become professional in the learning process.
- f. Easygoing
 Excellent service has an easygoing characteristic. easygoing is pleased to customers who come or existing recent customers. Happy in the sense of serving the needs of customers. In the context of education, easygoing is glad to provide/deliver the materials to students and also delighted in solving the problems faced by students and learning process.
- g. Easy to forgive
 Excellent service has a characteristic easy to forgive. In the excellent service, customers sometimes make mistakes that harm the institution. Anger at that time is already right in place, but then, the excellent service will always forgive each customers' mistakes which made accidentally. This treatment will cause or give a

friendly impression in serving customers. In the context of education, students also must have made a mistake. The students' mistakes are watched from excellent service will give forgiveness to students who commit such mistakes. The students' mistakes can be convinced that there are causes occurred. Therefore, excellent service will provide a solution for the mistakes they made. The giving solution will not make students feel adjudicated by the institution but they will be helped in solving the problem.

h. Glad to learn from others

Excellent service is shown by glad to learn from others. The characteristic mean is an employee should always learn from the experience of others. Always be glad to learn is one of key so that employees do not make mistakes twice at the same event. In education, a teacher or employee should receive input (suggestion/advice) from stakeholders who provide proposals related to quality learning. The input will be reviewed in order to provide better service on the other days.

i. Glad to things that are ethical and fair

Excellent service is shown on the things that are ethical and fair. Ethical and fair behavior is behavior which is generally preferred people, or behaviors that will not cause problems if it is done. In education, ethical behavior and fair are very important committed by every teacher and student in the learning process. Unethical behavior both teachers and employee will make a problem to be faced by the institution itself.

j. Clever to please others

Excellent service is shown by clever behavior to please others. The intent of clever to please others is to provide special services related to entertainment and additional facilities. In educational services, the behavior of pleasing others is by giving prizes or awards for students who have achievement in learning.

As working on it, Norman (1991: 14) stated that the characteristics services includes as the following:

a. The services are intangible, services are very opposite in nature with the finished goods.

This service is an attitude and assistance given to both internal and external customers. With the existence of attitude and assistance to the customers is expected customers will be happy and "satisfied" with the services already provided. In education, the providing of learning services will greatly help students in learning, understanding, and practicing what has been taught by a teacher. With the services obtained by the students will be competent to the material taught by a teacher.

b. Service in fact consists of real action and an effect in social action.

The services that assistance is the action undertaken by institution to make customers have a good image to the institution. The image is very important to cultivate the trust of customers to re-use the institution services in attempt to resolve their life needs. In the education context, people will entrust their children learning at the institution.

c. Production and consumption activities in the service cannot be separated significantly, as generally occurs in the same time and place.

The service activities when compared with the activities in means company are very different. Services in the field of services between production and consumption cannot be separated significantly. The difficulty of this separation is because the activities committed in the same place and time. Such as activities in the classroom. An English teacher besides producing or in other words, educating students to the English material, certainly students are also using English language materials that have been mastered in daily life in order to train themselves to be individual skilled in the material, so that it becomes excellent person within his field.

3. The Purpose of Excellent Services

In the discussion of excellent service urgency, the nature of excellent service depends on the purpose of organization itself. If the organization purpose is focused on the service, so the goal of organization services is a major focus. As a product of the governance organization, namely: public service. The services provided to meet the people's right, both civil and public services. That means basically dealing with the fulfillment of the rights and inherent in every person, both individually and groups (organizations), as well as universally done. This theory is related to Moenir's opinion (1998), which explained that the right to services that are universal, dealing with anyone who is interested on these rights.

The decision of Nation Apparatus Administrative Minister No. 63/KEP/M.PAN7/2003, about the General Guidelines for the Implementation of Public Service, called public service is all service activities undertaken by public service provider as an effort to fulfill the needs of service recipient and the provision implementation of laws and rules (Menpan: 2003). More specific, Dwiyanto defined the public service as a series of activities undertaken by the public bureaucracy to meet the needs of the residents. How important bureaucracy in public services so that the bureaucracy always be the spotlight and the public's attention both service users directly or indirectly. Not only goods produced in the public service, but also services that are providing administrative services.

Results of assessment experts pointed out the importance of excellent service to customers by developing the concept of Total Quality Service (TQS). The purpose of TQS is realizing to achieve customers' satisfaction, giving responsibility to each person and performing continuously service improvement. TQS concept according to Tjipto (1997), namely:

a. Focus on Customers

The main priority is to identify the wants, needs and expectations of customers. The next designed a system that can provide certain services that meet customers' expectations.

b. Comprehensive Employee Involvement

All parties associated with efforts to improve the service must be involved totally complete. Therefore, leaders must be able to provide the quality improvement opportunities for all employees. In addition, the leadership must also provide the opportunity to participate to all employees in the organization, as well as deceptive employee or employees in designing and repairing goods, services, systems and organization.

c. Measurement System

Components in the measurement system consists of the following things:

- 1) Develop a process and product standards
- 2) Identify nonconformity and measure compliance with the customers' expectation
- 3) Correct the irregularities and improve performance.
- 4) Improvement Continuity.
- 5) Seeing that all works as a process
- 6) Anticipating changes in the wants, needs and expectations of the customers.
- 7) Reducing the cycle time of the production and distribution process.
- 8) Receive feedback from customers sincerely. (Dauz: 2015)

In education, in fact the service purpose is an essential in the organization. Educational organizations within the meaning of education itself, is an organization that put more emphasis on service. Education according to law No. 20 of 2003 was a conscious and planned effort to create an atmosphere of learning and the learning process so that learners are actively developing their potential to have the spiritual power of religion, self-control, personality, intelligence, noble character, and skills needed, community, state and nation.

Based on the concept of service and understanding of education, we can conclude that education is an activity or action or services provided by the education provider/educational institutions both goods and services that generate benefits for the recipients of services or students in order to print the generation that has the competency competitive.

The purpose is to provide the service that can meet and satisfy the customer, in this case the students themselves. Excellent service at school is included also in the learning process, not just the outside of learning process. Teachers must make the learning process that can satisfy students, meaning students can study and understand what is described by the teacher. In order to realize it, teacher must be creative in making the learning process, start when the teacher design a learning plan (starting from formulating learning goals, learning methods and techniques as well as evaluation of learning).

In education, the good services in learning will give satisfaction to the customers. they are:

- a. The customers will tell to friends, relatives, family that they were pleased with the services provided by the school they chose.
- b. The customers will trust any learning process that was held at the school.
- c. The customers attempt to choose education hereditary in their family at the educational institution.
- d. The customers would like to invite anyone who wants to learn and will obtain what they want.

4. Quality of Learning

In general, the discussion of quality of learning is inseparable from the quality improvement management itself. The management of quality improvement is a comprehensive overview and characteristics of efforts and organizational processes to create services that demonstrate the ability to satisfy the expected demand. For the

management of quality improvement necessitates that all service organizations focusing on the intended purpose.

In the context of education, understanding of quality improvement management includes input, process and output of education because although the educational central services are output in general education and graduates in particular, the quality of graduates itself is very related to the quality of input, process and output. All three are inseparable from one another. Educational input is everything that should be available as needed for the process. Something which means of resources and software as well as expectations as a guide for the process, include, 1) students: readiness and learning motivation, 2) teachers: professional ability, moral works (personal capacity), and collaboration (social skills) , 3) curriculum: the relevance of content and operation of learning process, 4) and, facilities and infrastructure: adequacy and effectiveness in supporting the learning process, 5) community (parents, graduates, and college): participation in the development of school educational programs.

The components quality mentioned above be the focus of attention/schoolservice. In more detail can be mentioned the resource inputs include human resources (headmaster, teachers including BP teachers, employees, students) and the rest of resources (equipment, supplies, money, materials, and so on). The software input covers organizational structure of school, law rules, job descriptions, plans, programs, and so on. The hope input is a vision, mission, goals, and targets to be achieved by the school. The readiness input is necessary so that the process can run well. Therefore, the high and low quality of data input can be measured from the input readiness level. The higher input readiness level, the higher quality of the input (Depdiknas, 2002: 7).

The education process is changing something into something else. Something that influenceto the process called input, while something from the process called output. In education microscale (school level), the process is making decision process, the process of organizational management, program management process, teaching process, and the process of monitoring and evaluation, with a note that the learning process has the highest level of importance compared with other processes.

Educational output is the result of school performance services. The result of school performance is school achievement resulted from the process/school behavior. The school performance produced can be measured by the quality, effectiveness, productivity, innovation, moral work and other. The education output can also be said quality if school achievement, particularly the achievement of learners in a variety of academic and non-academic indicate a high achievement.

The existence of ASEAN economic community that started in 2015, the quality becomes a very important issue in the world of education as well as the organization that focuses its attention on the effectiveness implementation, efficiency and management development and organizational performance. Many argues that the attention always existed, but in fact it is due to circumstances such as economic competition, in which we live now, make 'quality' as the center of attention (Silva: 2007: 1). However, any kind of reason today, preparing for the products and services qualityis a demand that cannot be avoided.

School organization has a great responsibility to society at the general of what they do. Thus, school has enough pressure to raise the level of quality of work. The pressure can come from inside or outside the school. Some people argued that increasing the work professionalism in the school organization implicated the quality commitment, even without any pressure from outside the school which is believed to strengthen or assist in creating a high quality in the school works.

Quality is basically intended for enterprise organizations. This quality approach has been adopted for non-profit enterprises such as educational organizations. This is important because education should be able to develop its own paradigm on how management of quality because of the education process itself has such tremendous complexity like a variety input, interaction in it, and the variety graduates produces. Every school should be able to decide its own path in improving and developing.

Quality is seen as an inherent in a product that relates to the needs of customers. So that in this relative definition of a product or service will be considered qualified, not because it is expensive and exclusive, but it has a value such as the authenticity of products, reasonable and familiar (Salis, 2010; 53). This view is similar to what was presented by Juran that the quality is the suitability of product use (*fitness for use*) to meet customers' needs and satisfaction (Nasution, 2001: 15). The suitability of product use has two main aspects, namely, the product meets the demands of customer and does not have weaknesses. This is the quality concept that is not too grandiose and not targeting 'high quality', thus enabling every person, whether they are able or not to 'buy' high quality, can still feel the quality service. The concept of quality is simply then interpreted by ISO 9000 as a blend of traits and characteristics that determine how far the output/quality of goods/graduates can meet the needs of buyers/graduates users (Bambang, 2000: 41).

Based on the above description of quality concept intended in this article is the concept of relative quality presented by JM. Juran and Edward Sallis above or the concept of quality delivered by Crosby and ISO 9000. This means that in the process of school management, the school does not have to pay and extra effort to reach the quality that is worth expensive and exclusive, but it needs to show the authenticity and naturalness of its properties and its effectiveness in accordance with the objectives, demands and needs of society in the present and future. Related to service, then to obtain the expected quality besides input, so the service should be improved especially in the learning process to be able to produce competitive output and outcome.

5. Result of Excellent Service in Improving the Quality of Learning

The importance of excellent service in improving the quality of learning will make the students have a better competence. This is related to the results of research that has been done in order to achieve a good quality of learning the high school Al Izzah Batu. The presence of clinical learning is one of educational services that is a solution of various problems related to learning. Learning problems such materials are poorly understood/comprehended by students when the learning process in the class is less understood due to illness (disease) and also follow the various championship held. (Yaqien, 2015: 64).

The implementation process of learning clinical service at the high school Al Izzah Batu undertaken when students join the teaching and learning in class and they

have mastered the lesson taught by the teacher. Such as English lessons, they have abilities to speak above the average of their friends, so then the students ask permission to the English teacher to meet a math teacher. They felt less understand the material because they do not join math for two weeks. During the two weeks they were busy doing special training in order to prepare for the national level race which will be followed by them to represent the school that they occupied. After the race finished they meet math teacher to pursue material left behind for the two weeks. Through the clinical service, they can take the material left behind during a training race.

Results of implementation of excellent service include: many achievements both academic and non-academic achieved. Such as the achievement of championship race followed by either local or national level. The achievement achieved in the academic field among students can be accepted at universities both at home and abroad like at Al Azhar University in Cairo Egypt.

C. Closing

The discussion related to excellent service in improving the quality of learning process is very important. Each institution especially Islamic education institution should provide the best learning services to improve the quality of students. The services in education is something that absolutely needed by the students, especially the service in improving the quality of learning. Moreover, look at the needs of increasingly competitive era. The students' competence will compete with other students' competencies both in their own country or in a global world, especially in ASEAN region. To be able to commit the excellent service in every Islamic educational institution, so it is necessary to know the concept of excellent service. With the knowledge of academic community can be expected to provide optimal service for implementation of quality learning. The existence of quality learning will be expected to be able to generate (create) a generation that expert in all areas both religious and secular.

Bibliography

- Bambang H. Hadiwiarto, & Sulistijarningsih Wibisono, *Memasuki Pasar Internasional Dengan ISO 9000*. (Jakarta: Ghalia Indonesia, 2000)
- Barata, A.A. 2004. *Dasar-dasar pelayanan prima*. Jakarta: PT. Elex Media Komputindo
- Ciputra, 2015. *Pelayanan Prima* (www.ciputra-uceo.net). Di akses 22 Oktober 2015 pukul 09.00 wib.
- Departemen Pendidikan Nasional. *Manajemen Peningkatan Mutu Berbasis Sekolah*. (Jakarta: 2002)
- Dikdasmen, *Konsep Pelayanan Dalam Pendidikan* (<http://Dikdasmenpdmkotamalang.or.id>)
- Dauzy, 2009. *Konsep Pelayanan Pendidikan* (<http://dauzyinfo.blogspot.co.id>) diakses 23 Oktober 2015
- Eddy Utomo, 2012. *Pelayanan Prima Sekolah* (<http://eddy-utomo.blogspot.co.id>) di akses 23 Oktober 2015
- Edward Sallis, *Total Quality Management in Education*. Alih Bahasa oleh Ahmad Ali Riyadi dan Fahrurrozi. (Jogjakarta: IRCISoD, 2010)
- KBI, *Kamus Bahasa Indonesia*, (<http://kamusbahasaIndonesia.org>). Diakses 22 Oktober 2015 Pukul 09.50. wib
- M N. Nasution. *Manajemen Mutu Terpadu (Total Quality Management)*. (Jakarta: Ghalia Indonesia, 2001).

- Menpan, 2003, *Kemenpan Pelayanan Prima*, (www.menpan.go.id) diakses 22 Oktober 2015 Pukul 09.30 wib.
- Normann. 1991. *Service Management*. Chicester, England: Wiley & Son.
- Nurhasyim. 2004. *Pengembangan Model Pelayanan Haji Departemen Agama Berdasarkan Prinsip Reinventing Government Yang Berorientasi Pada Pelanggan di Kabupaten Gresik*. Tesis. Surabaya: Program Pasca Sarjana Universitas Airlangga
- RiduanSiagian, *Ketidaksiapan Sumberdaya Manusia Indonesia* ([Http://www. analisadaily.com](http://www.analisadaily.com): 2014) diakses ; 25 Maret 2015
- Simanjuntak, M.P, 2011, *Strategi Pelayanan Prima*(<http://mankep.blogspot.co.id>) Diakses 23 Oktober 2015
- Sutopo dan Suryanto, Adi. 2003. *Pelayanan Prima*. Jakarta: Lembaga Administrasi Negara Republik Indonesia.
- Silva Roncelli-Voupot, 2007. *Leading For Quality. National Leadership School*, Ljubljana Slovenia. Bahan Review Mata Kuliah Manajemen Mutu. Pascasarjana UIN Malang.
- Tim Penyusun Kamus Besar Bahasa Indonesia. *Kamus Besar Bahasa Indonesia*. Jakarta :Balai Pustaka:1999)
- Yaqien, 2015. *Manajemen Mutu Layanan di SMA AL Izzah Kota Batu*,(Penelitian Kompetitif: UIN Maliki Malang)